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| Pubbl/distr/stampa      | Hoboken, NJ, : John Wiley & Sons, c2005  |
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| Edizione                | [1st ed.]  |
| Descrizione fisica      | 1 online resource (571 p.)   |
| Altri autori (Persone)  | PiotJon <1966->  |
| Disciplina              | 658  |
| Soggetti                | Service industries - Management<br>Professions - Marketing   |
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| Formato                 | Materiale a stampa   |
| Livello bibliografico   | Monografia   |
| Note generali           | Accompanying CD-ROM includes an electronic library of documents, checklists, tools and spreadsheets, templates, links and files; also the following freeware applications: Adobe Reader, Microsoft Word Viewer, Excel Viewer, Microsoft PowerPoint Viewer, and OpenOffice.org.   |
| Nota di bibliografia    | Includes bibliographical references and index.   |
| Nota di contenuto       | THE PROFESSIONAL SERVICES FIRM BIBLE; Contents; Preface; Acknowledgments; About the Authors; Section I: Managing and Governing the Professional Services Firm; Chapter 1: Managing the Professional Services Firm; Professional Services History; Another Book on Professional Services?; How Do We Define Professional Services?; What Is Covered in This Book?; Unique Issues of Professional Services Firms; Note; Chapter 2: Professional Services Firm Benchmarking; Why This Topic Is Important; The Value of Benchmarking for Professional Services Firms; Role of Professional Services Executives A Primer on Benchmarking Benchmarking a Professional Services Firm; Applications and Limits of Benchmarking; Summary; Chapter 3: Partnership and Governance Structures; Why This Topic Is Important; Ways to Organize: An Overview; Equity and Compensation; Home Office/Branch Office Model; Managing Partners and/or Chief Executive Officers; Executive Committees; Practice Management Teams; Summary; Section II: The Front Office: Driving Sales and Growth; Chapter 4: Sales Management; Why This Topic Is Important; Organizing Your Sales Team; Building and Managing Your Sales Team; Selling Your Services |

Measurement Support Systems, Processes, and Technologies; Summary; Chapter 5: Marketing and Business Development; Why This Topic Is Important; Defining Yourself and the Firm; Using Human Resources Efficiently and Effectively; Developing Business by Demonstrating Your Expertise and Competency; Developing Business through Relationships; Successfully Managing Clients and Their Expectations; Advertising as a Means of Driving Business; Using Internal Sales and Marketing Personnel to Drive Business; Using Professional Marketing and Public Relations Firms; The Pitch; Summary  
Chapter 6: Service Line and Intellectual Property Creation Why This Topic Is Important; Service Line/Service Offering Creation and Development; Intellectual Capital/Property Development and Protection; Summary; Chapter 7: Proposal and Reference Management; Why This Topic Is Important; The Role of the Proposal; Written Proposals; Follow-Up and Closing; Managing the Proposal Development Process; Related Documents; Keys to Success; Summary; Chapter 8: Strategic Partnering; Why This Topic Is Important; What Drives Strategic Service Partnering?; Strategic Service Partnering Mind-Set Geographic Types of Strategic Partnerships Supply Side Partnering; Globalization and Service Partnering; Servicing the Client: Call Centers Move Global; Guidelines to Developing Successful Strategic Partnerships; Summary; Section III: The Organization: Attracting and Retaining the Best Professionals; Chapter 9: Organization Structure; Why This Topic Is Important; Professional Services Organization Overview; Organization Structure; Ownership and Governance; Organizational Model Options; Role of Support Staff Setting Responsibility for Pricing, Marketing, New Service Development, and the Budgeting Process

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## Sommario/riassunto

Spanning everything from legal firms and architects to fundraisers and dentists, the professional services industry continues to experience spectacular growth yet remains largely undocumented in business literature. Until now. The Professional Services Firm Bible is a sophisticated and comprehensive guide to running a highly productive professional services organization. Top consultants John Baschab and Jon Piot provide specific and sharply defined policies, practices and tools for each important aspect of managing the professional services firm, allowing you to assess current operation

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